

www.generator-systems.com



Steve Pentland

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We are world-leading specialists in creating compelling sales presentations. We started our journey in this industry in 1990 with our production company AVTV, now known as Group Impact. Twenty years later, we are firmly established as the best, providing beautiful, powerful and emotional films for our clients. Impact proudly boasts over 50 ARDA awards, with the latest gold ARDY achieved in March 2010 for the Best Film category.

Generator Systems joined the company portfolio in 2000 and within the last ten years, we have helped deliver great results on over 200 sales decks, across 30 countries in 14 different languages for over 5,000 sales people.

We launched into 2010 with a fresh mindset and our newest product, Generator Presenter. 2009 and 2010 were tough years for the industry—everyone had to dig deep to survive the assault course of these current financial times. We have made sweeping changes and with our new pricing model, realigned processes and the improved product, we are now able to better serve the industry, providing more value for less cost and greater results than ever before.

Generator Presenter delivers amazing visual persuasion based on current sales processes and methodologies. We have also developed a whole new service to work with developers to track metrics, thus providing powerful analytics to lift results through new levels of control; raising the ability to measure and monitor like never before.

Winner of the ARDA ACE Award for Innovation and top European awards for innovation and managing change, Generator software is now firmly established as the world's best sales system. In addition to securing more net sales, Generator provides the presentation consistency that guarantees better consumer perception, product education, compliance, and brand protection. On Impact's film side, we're still creating and delivering the most compelling sales movies in the world. Thirteen gold ARDA awards in twenty years and at least one silver in each of those years is testament to the effectiveness of this media.

Steve Pentland is joint CEO of Generator Systems and Group Impact. Steve began his career in accountancy in 1973, entered in the IT business in 1980, and then spent a decade in sales, marketing and growing technology companies. The financial, technical, sales and marketing experience all proved to be a strong foundation for the success that has been built over the last twenty years. With Pete Jones, his co-founder and fellow CEO, Steve's vision has been responsible for many of the innovations in sales and marketing that our industry successfully uses today, and his willingness to challenge tradition and convention has often led to new solutions to issues that have long affected all of our businesses. Steve also serves on several ARDA Committees.

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